

ABSTRACT

Title: Satisfaction Members of CZ Golf Club with Services of Golf Resort Písek Centre

Objectives: This thesis explores the extent of satisfaction members of Golf Resort Písek Centre with provided services. The extent of satisfaction was determined by an opinion poll where the members evaluated the perceived quality of services and the quality of services which they would expect at an “excellent” golf resort. Questionnaire was compiled according to a research which considered the most significant elements that should be implicit for each golf resort. The acquired findings allowed assessing the quality of services at Golf Resort Písek Centre. Given the assessment some recommendations are suggested, which should increase the quality of services at the resort and consequently the higher satisfaction of its members.

Methods: The survey of the quality of services was performed using the designed questionnaire, which was inspired by SERVQUAL method. Therefore, it compares the quality of the services at an „excellent“ golf resort with perceived quality of services at Golf Resort Písek Centre. The created questionnaire was designed according to the analysis of an opinion poll, where the importance of particular features was determined. The most important features were used in the main questionnaire which determined the satisfaction of the members. The data were collected between November 2012 and March 2013.

Results: The analysis of the findings revealed, that the extent of satisfaction of members with particular features varies. Nevertheless, it can be stated, that the members of Golf Resort Písek Centre are relatively satisfied with the provided services. However, there are certain drawbacks on which the resort should focus in order to maximize the satisfaction of its of the members. These drawbacks are addressed by suggestions

and recommendations for Gold Resort Písek Centre, which could result into increased quality of the services at the resort.

Keywords: Sport services, service quality, customer satisfaction, golf resort